

ORDER



KSNV

Order #:	105218
Alt Order #:	06839269
Product Desc:	RNC-ROMNEY
Estimate:	313
Flight Dates:	08/08/12 - 08/14/12
Original Date / Rev:	08/06/12 / 08/16/12
Order Type:	GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency	Name:	American Rambler Productions
	Buying Contact:	
	Billing Contact:	
		138 Conant St.
		Beverly, MA 02494

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	RNC/Romney for President Rev
	Demographic:	A35+
	Product Codes:	PLC03
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

ed
New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	101	\$112,850.00	\$95,922.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	101	\$112,850.00	\$95,922.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCrary	Atlanta	Mid-Atlantic	Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

Order Share

KSNV	33%	\$112,850.00
Market	100%	\$341,969.70

Competitive Share

COMPETITIVE SHARE	SHARE	AMOUNT
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$102,590.91
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$68,393.94
KTUD	0%	\$0.00
KVVU	15%	\$51,295.45
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$6,839.39

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Advertiser: RNC/ Romney for President
Product Desc: RNC-ROMNEY
Estimate: 313

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	--WTF--	:30	1	\$6,000.003	0.00	NM	1	\$6,000.00
OLY PRIME														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/06/12 08/12/12 --WTF-- 1 \$6,000.00 0.00														
E 2	KSNV	08/08/12	08/10/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	1	\$1,000.001	0.00	NM	1	\$1,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/06/12 08/12/12 --WTF-- 1 \$1,000.00 0.00														
E 3	KSNV	08/08/12	08/10/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$700.001	0.00	NM	6	\$4,200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/06/12 08/12/12 --WTF-- 6 \$700.00 0.00														
E 4	KSNV	08/13/12	08/14/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	4	\$700.001	0.00	NM	4	\$2,800.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/13/12 08/19/12 MT----- 4 \$700.00 0.00														
E 5	KSNV	08/13/12	08/14/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$1,400.001	0.00	NM	4	\$5,600.00
TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/13/12 08/19/12 MT----- 4 \$1,400.00 0.00														
E 6	KSNV	08/08/12	08/10/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$1,400.001	0.00	NM	6	\$8,400.00
TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/06/12 08/12/12 --WTF-- 6 \$1,400.00 0.00														
E 7	KSNV	08/13/12	08/14/12	M-F Today Show II 3rd HCM M-F Today Show II	CM	9-10a	MT-----	:30	2	\$500.001	0.00	NM	2	\$1,000.00
TODAY II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/13/12 08/19/12 MT----- 2 \$500.00 0.00														
E 8	KSNV	08/08/12	08/10/12	Olympics Daytime WeekDM Olympics Daytime Weekdays	CM	9am-4pm	--WTF--	:30	9	\$1,200.003	0.00	NM	9	\$10,800.00
OLY DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/06/12 08/12/12 --WTF-- 9 \$1,200.00 0.00														
E 9	KSNV	08/13/12	08/14/12	M-F Today Show III 4th HBM Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$325.001	0.00	NM	2	\$650.00
TODAY 3														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/13/12 08/19/12 MT----- 2 \$325.00 0.00														
E 10	KSNV	08/13/12	08/14/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$325.001	0.00	NM	2	\$650.00
RR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/13/12 08/19/12 MT----- 2 \$325.00 0.00														
E 11	KSNV	08/13/12	08/14/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	4	\$425.001	0.00	NM	4	\$1,700.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/13/12 08/19/12 MT----- 4 \$425.00 0.00														
E 12	KSNV	08/13/12	08/14/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$425.001	0.00	NM	2	\$850.00
DAYS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 08/13/12 08/19/12 MT----- 2 \$425.00 0.00														
E 13	KSNV	08/13/12	08/14/12		CM	2pm-3pm	MT-----	:30	2	\$325.001	0.00	NM	2	\$650.00

Order / Rev: 105218 Advertiser: RNC/ Romney for President
 Alt Order #: 06839269 Product Desc: RNC-ROMNEY KSNV
 Flight Dates: 08/08/12 - 08/14/12 Estimate: 313

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
		The Doctors												
		The Doctors												
		DRS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/13/12	08/19/12	MT-----		2			\$325.00	0.00				
E 14	KSNV	08/13/12	08/14/12	Dr. Phil	CM	3-4p			MT-----	:30	2	\$450.001	0.00 NM	2 \$900.00
		Dr Phil												
		PHIL												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/13/12	08/19/12	MT-----		2			\$450.00	0.00				
E 15	KSNV	08/13/12	08/14/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			MT-----	:30	2	\$600.002	0.00 NM	2 \$1,200.00
		4PM NEWS (1 hour)				(4:00 PM-4:30 PM)								
		NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/13/12	08/19/12	MT-----		2			\$600.00	0.00				
E 16	KSNV	08/13/12	08/14/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			MT-----	:30	3	\$700.001	0.00 NM	2 \$1,400.00
		4PM NEWS (1 hour)				(4:30 PM-5:00 PM)								
		NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/13/12	08/19/12	MT-----		2			\$700.00	0.00				
E 17	KSNV	08/13/12	08/14/12	M-F Early News	CM	5-630p			MT-----	:30	4	\$1,000.001	0.00 NM	4 \$4,000.00
		M-F Early News												
		NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/13/12	08/19/12	MT-----		4			\$1,000.00	0.00				
E 18	KSNV	08/08/12	08/10/12	M-F Early News	CM	5-630p			--WTF--	:30	6	\$1,000.001	0.00 NM	6 \$6,000.00
		M-F Early News												
		NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/06/12	08/12/12	--WTF--		6			\$1,000.00	0.00				
E 19	KSNV	08/08/12	08/10/12	M-F Jeopardy	CM	630-7pm			--WTF--	:30	6	\$1,000.001	0.00 NM	6 \$6,000.00
		M-F Jeopardy												
		JEP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/06/12	08/12/12	--WTF--		6			\$1,000.00	0.00				
E 20	KSNV	08/13/12	08/14/12	M-F Jeopardy	CM	630-7pm			MT-----	:30	4	\$1,000.001	0.00 NM	4 \$4,000.00
		M-F Jeopardy												
		JEP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/13/12	08/19/12	MT-----		4			\$1,000.00	0.00				
E 21	KSNV	08/13/12	08/14/12	M-F Wheel	CM	7-730pm			MT-----	:30	2	\$1,100.001	0.00 NM	2 \$2,200.00
		M-F Wheel of Fortune												
		WHEEL												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/13/12	08/19/12	MT-----		2			\$1,100.00	0.00				
E 22	KSNV	08/08/12	08/10/12	M-F Wheel	CM	7-730pm			--WTF--	:30	3	\$1,000.001	0.00 NM	3 \$3,000.00
		M-F Wheel of Fortune												
		WHEEL												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/06/12	08/12/12	--WTF--		3			\$1,000.00	0.00				
E 23	KSNV	08/08/12	08/10/12	News 3 Olympic Zone	CM	7:30-8:00PM			--WTF--	:30	3	\$750.002	0.00 NM	3 \$2,250.00
		News 3 Olympic Zone												
		OLY ZONE												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/06/12	08/12/12	--WTF--		3			\$750.00	0.00				
E 24	KSNV	08/08/12	08/10/12	Olympics Late News 3	CM	11pm-12:35am			--WTF--	:30	6	\$1,000.002	0.00 NM	6 \$6,000.00
		Late News during Olympics												
		NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/06/12	08/12/12	--WTF--		6			\$1,000.00	0.00				
E 25	KSNV	08/11/12	08/11/12		CM	4am-6pm			-----S-	:30	4	\$1,700.003	0.00 NM	4 \$6,800.00

Order / Rev: 105218
 Alt Order #: 06839269
 Flight Dates: 08/08/12 - 08/14/12

Advertiser: RNC/ Romney for President
 Product Desc: RNC-ROMNEY
 Estimate: 313

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
Olympics Daytime Week																										
Olympics Daytime WEEKEND																										
OLY DAY																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 08/06/12	08/12/12	-----S-	4	\$1,700.00	0.00																					
E 27	KSNV	08/11/12	08/11/12	Olympics Primetime	CM	7pm-12am	-----S-	:30	2	\$6,000.003	0.00	NM		2	\$12,000.00											
Olympics Primetime																										
PRIME OLY																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 08/06/12	08/12/12	-----S-	2	\$6,000.00	0.00																					
E 28	KSNV	08/11/12	08/11/12	Olympics Late News 3	CM	11pm-12:35am	-----S-	:30	2	\$1,000.002	0.00	NM		2	\$2,000.00											
Late News during Olympics																										
NEWS																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 08/06/12	08/12/12	-----S-	2	\$1,000.00	0.00																					
E 29	KSNV	08/12/12	08/12/12	Olympics Daytime Week	CM	4am-6pm	-----S	:30	4	\$1,700.003	0.00	NM		4	\$6,800.00											
Olympics Daytime WEEKEND																										
OLY																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 08/06/12	08/12/12	-----S	4	\$1,700.00	0.00																					
E 30	KSNV	08/12/12	08/12/12	SUN. 6PM NEWS OLYMPICS	Sun. 6p-7p	-----S	:30	2	\$1,000.001	0.00	NM		2	\$2,000.00												
SUN 6p News Hour OLYMPICS(6:00 PM-6:30 PM)																										
NEWS																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 08/06/12	08/12/12	-----S	2	\$1,000.00	0.00																					
E 31	KSNV	08/12/12	08/12/12	Olympics Late News 3	CM	11pm-12:35am	-----S	:30	2	\$1,000.002	0.00	NM		2	\$2,000.00											
Late News during Olympics																										
NEWS																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 08/06/12	08/12/12	-----S	2	\$1,000.00	0.00																					

Totals 101 \$112,850.00